



The urban alternative

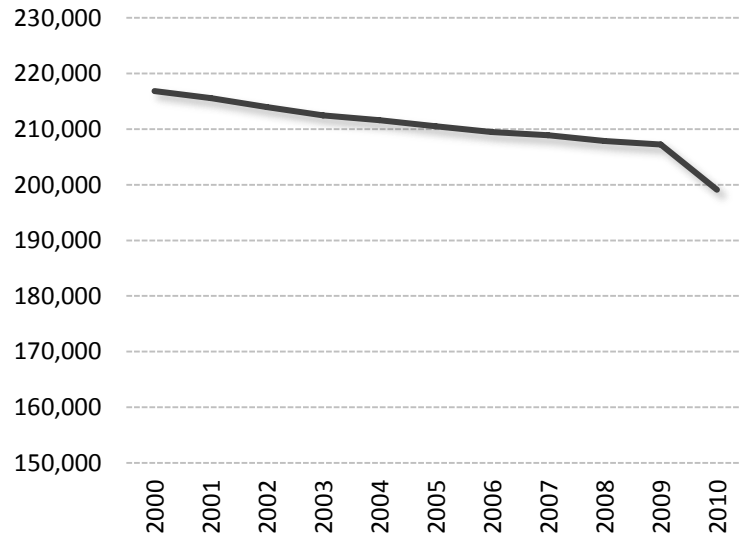
Successful redevelopment is possible in University Park

November 2011

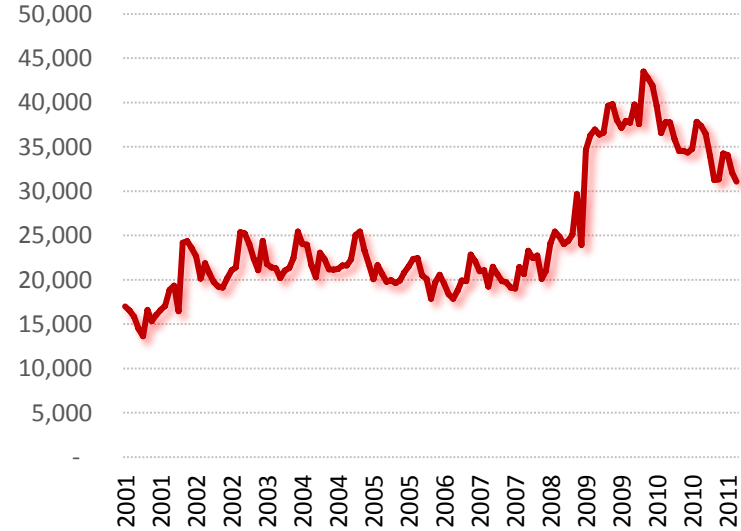
Dr. Eric Anthony Johnson

Most tales of the core city history tell a story of decline...

Population dropping...

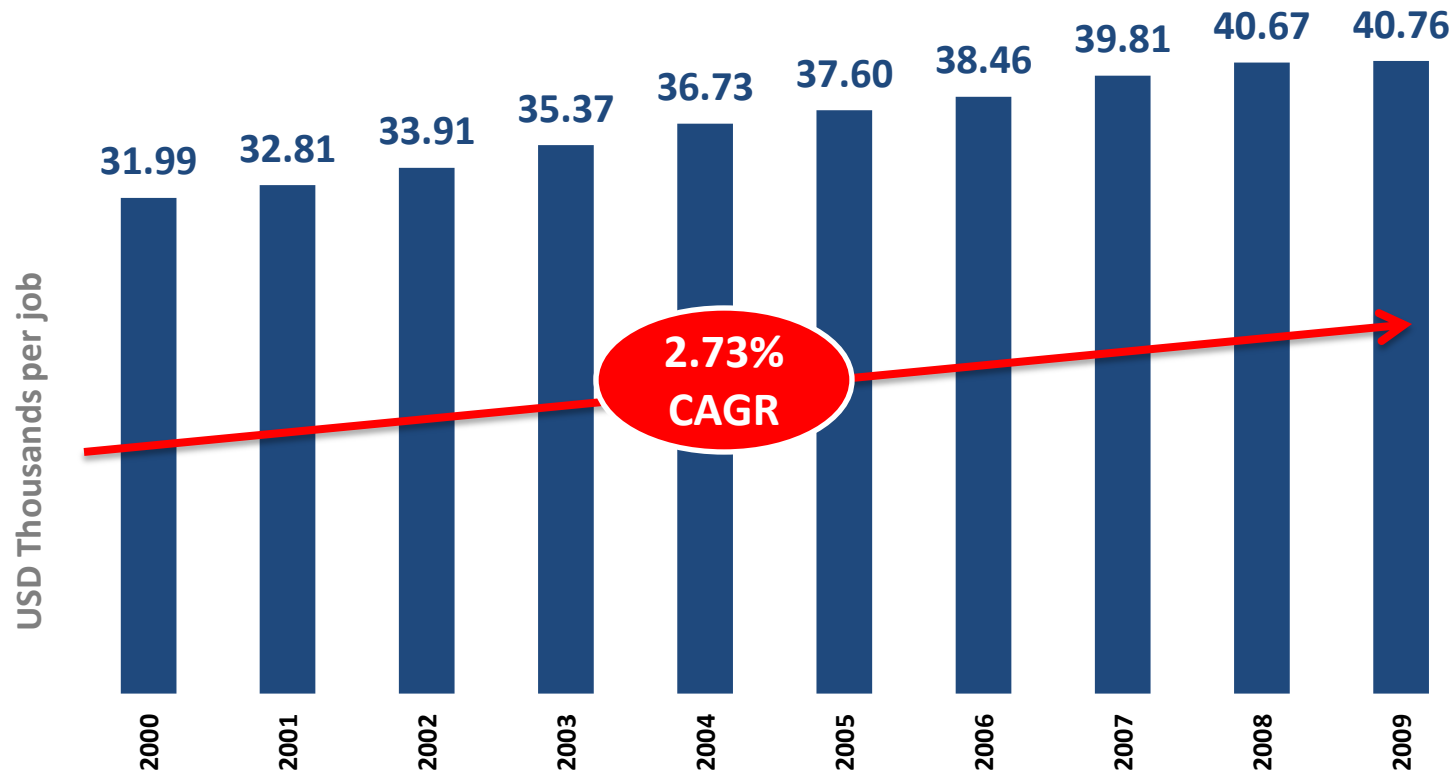


...while unemployment rising



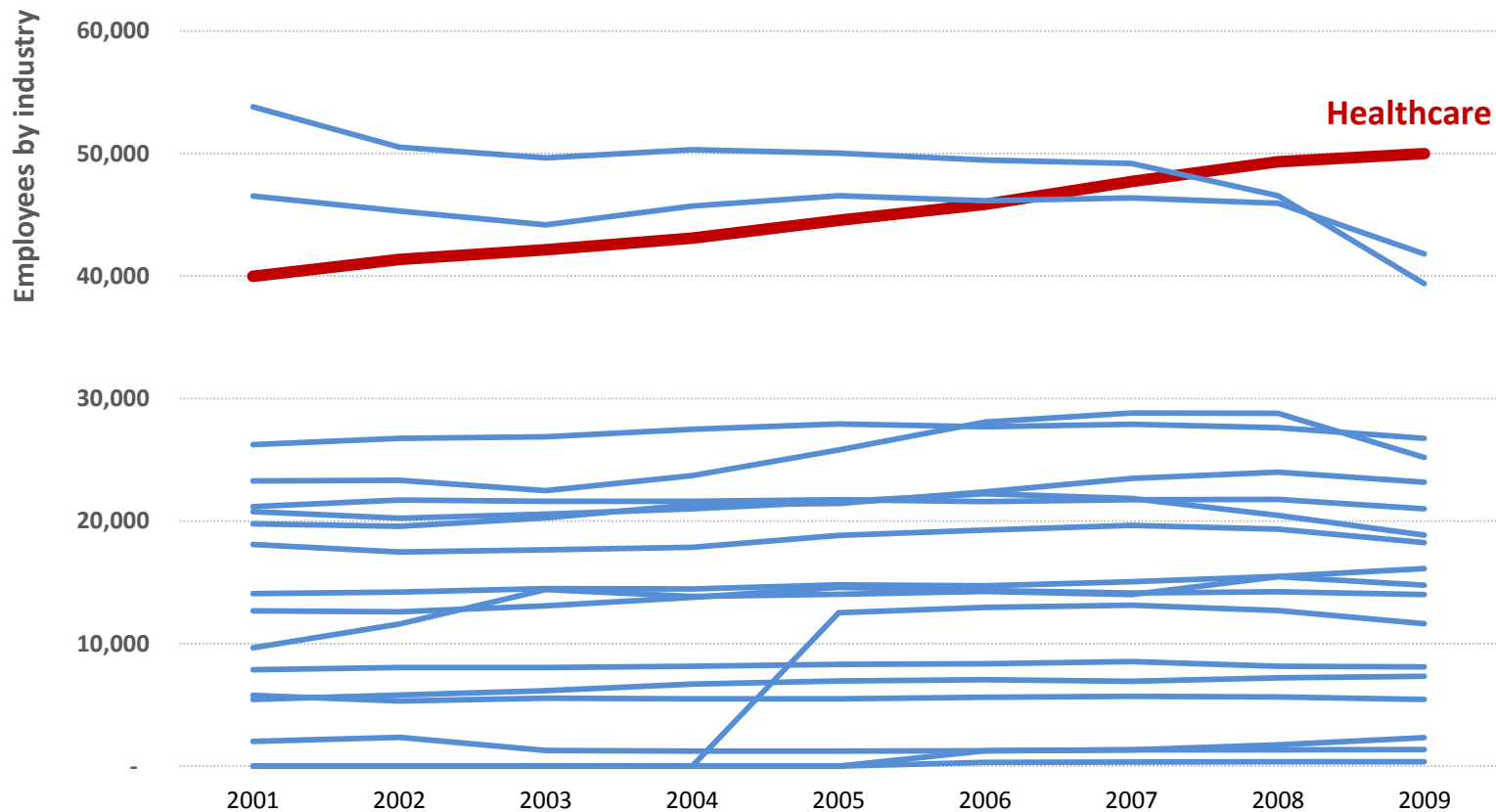
That exaggerates the negative and ignores the positive...

Average wage per job is rising...



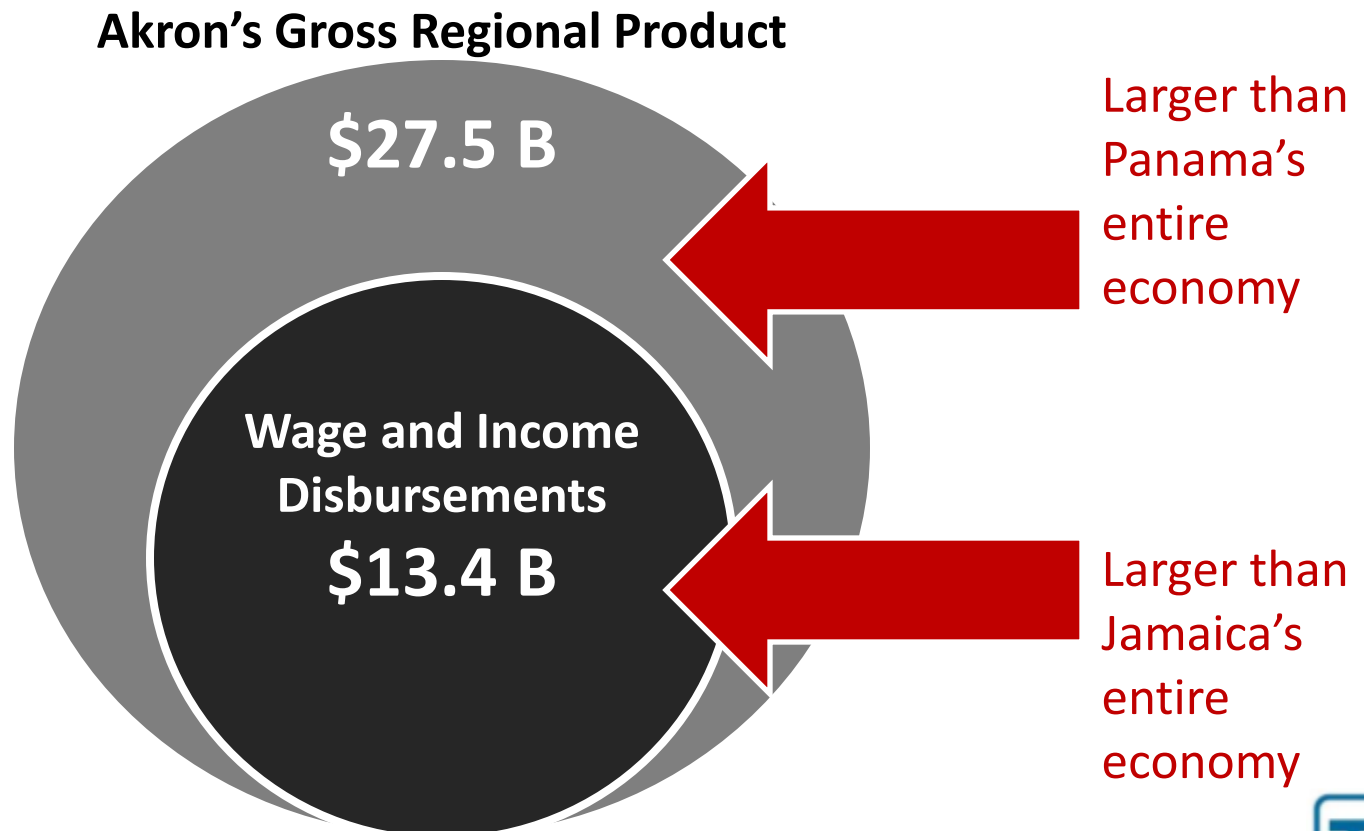
That exaggerates the negative and ignores the positive...

Healthcare continues to add jobs to the local economy...



That exaggerates the negative and ignores the positive...

Akron remains a large economy with substantial purchasing power...



Just as other areas have experienced declines only to blossom again...

Times Square, NYC



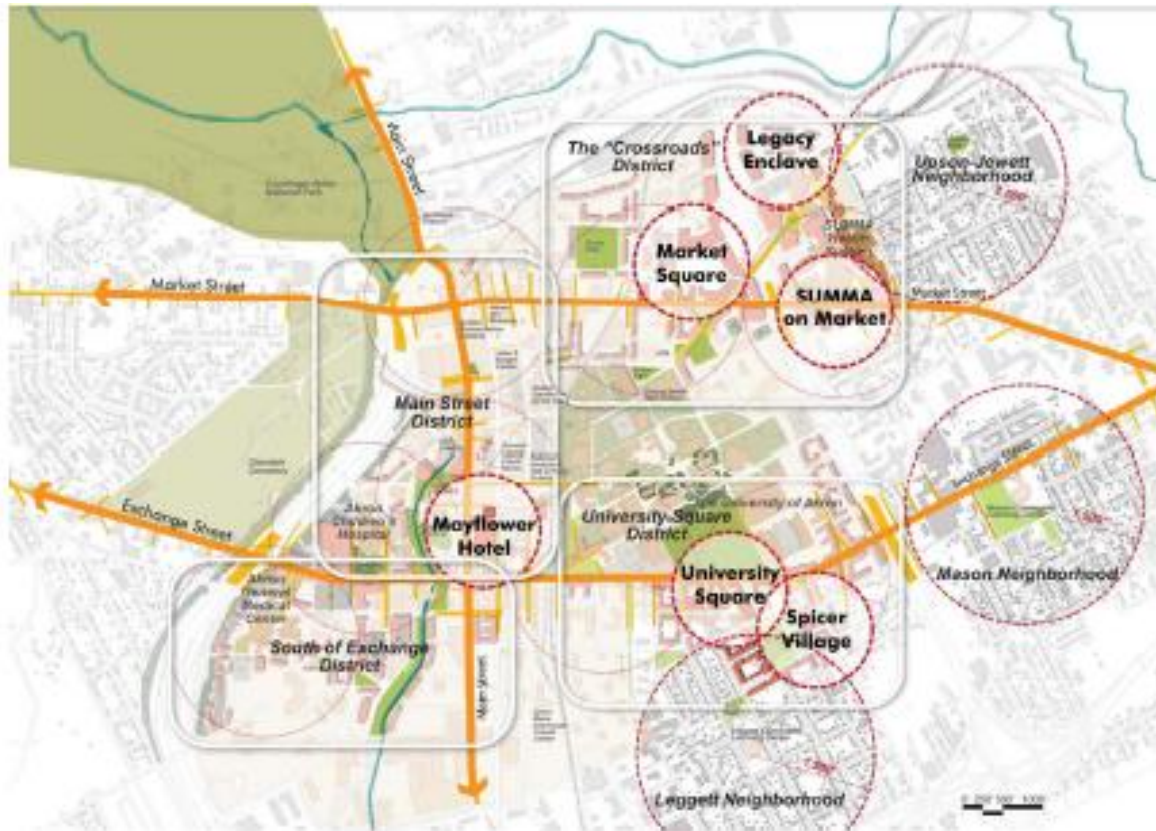
University Circle, Cleveland



Bilbao, Spain



So too can Akron's core, with a catalytic development plan, focused on place-making...



And supporting demand drivers...

Economic

- Return to trend growth in the broader national and local economy
- Continued wage growth locally
- Continuing strength and growth of UP's anchor institutions and the medical sector more broadly
- Expansion of Akron's bio-medical corridor, specifically SMEs and start-ups

Population & Social

- Return to population growth in the MSA and city
- Movement to the cities by the young, empty nesters and professionals
- Disillusion with the promise of the suburbs
- Desire to live in walkable, unique urban neighborhoods

Real estate supply

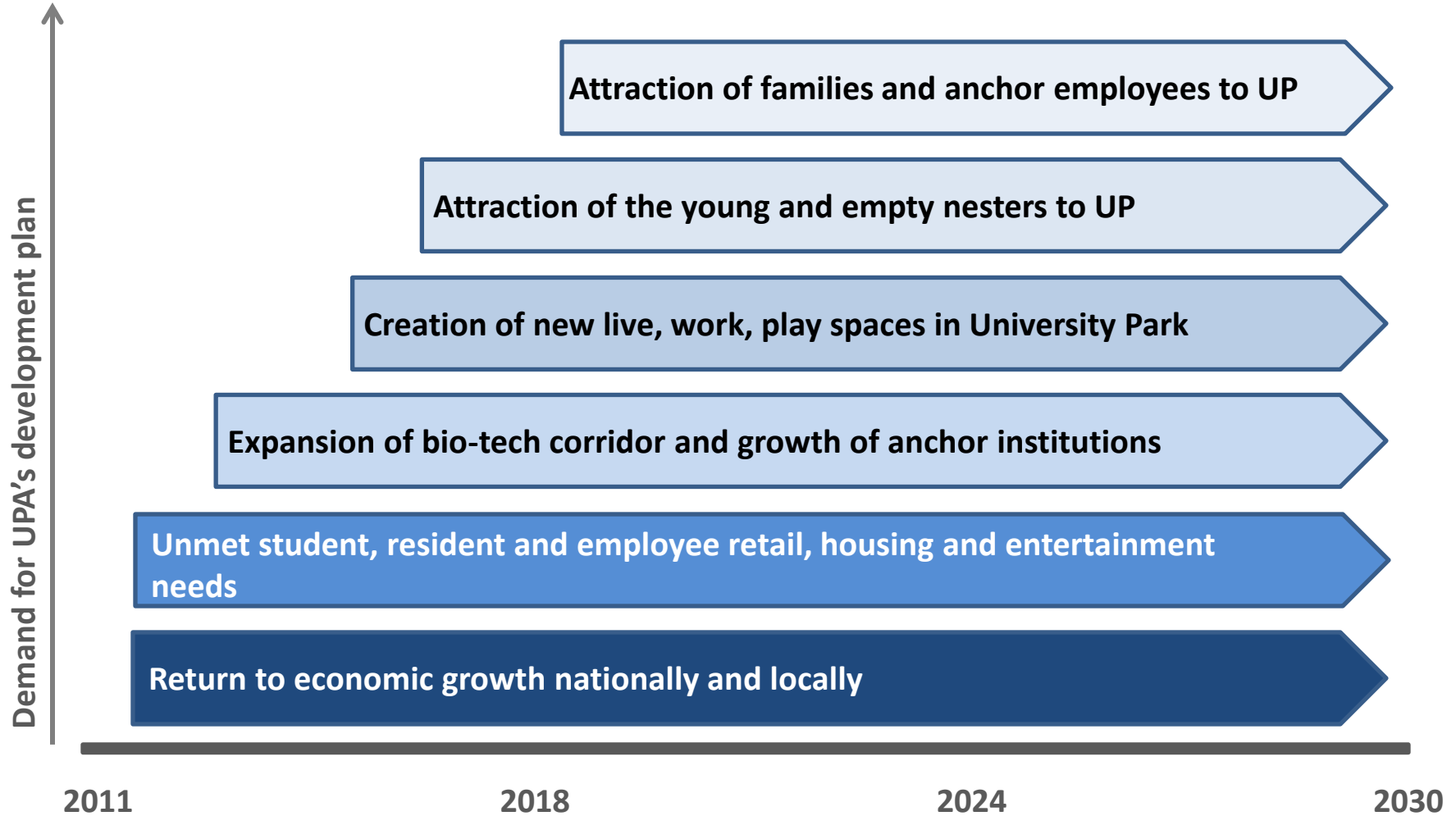
- Aging of the real estate supply across all product types in UP
- Increasing user demand for modern amenities and infrastructure (internet, energy efficient, etc) in real estate
- Lack of social interaction locations for students and anchor employees in UP
- Limited affordable new student beds available
- Limited competition

That are linked to specific real estate products...

TREND	Supports Residential	Supports Retail	Supports Commercial	Supports Hospitality	Supports Student beds
Population growth	X	X	X	X	X
Economic growth	X	X	X	X	X
Wage growth	X	X	X		
UP's anchor institutions growth	X	X	X	X	
Akron's bio-medical corridor	X	X	X	X	X
Return to the cities	X	X	X		
Modern amenities and infrastructure	X	X	X		X
Lack of social interaction locations	X	X		X	X
Limited affordable new student beds					X



That support market interest for UP's offer



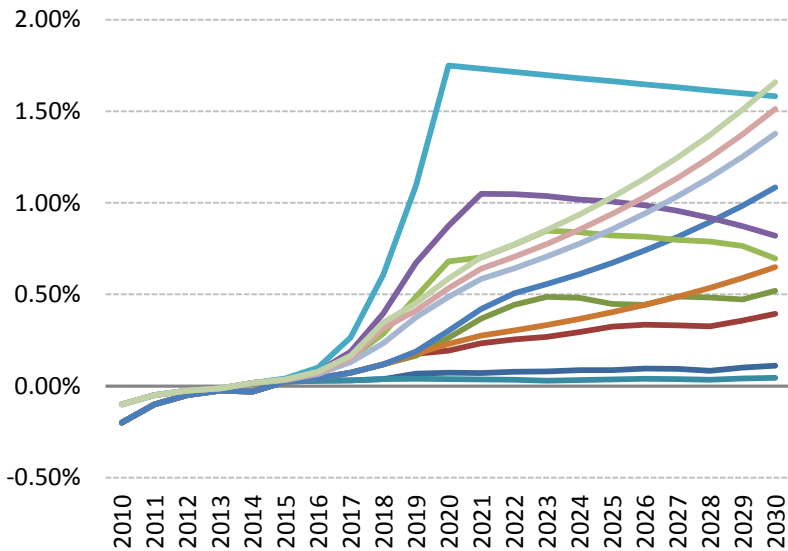
The UPA's full development plan lies between conservative and moderate demand estimates...

	Conservative Scenario	UPA's Full Plan	Moderate Scenario	Aggressive Scenario
Residential (units)	5,168	6,390	6,719	9,374
Retail (sf)	591,183	919,900	1,055,169	1,617,062
Office (sf)	1,732,261	3,109,700	3,447,670	5,127,435
Hotel (sf)	243,524	182,400	407,728	589,767

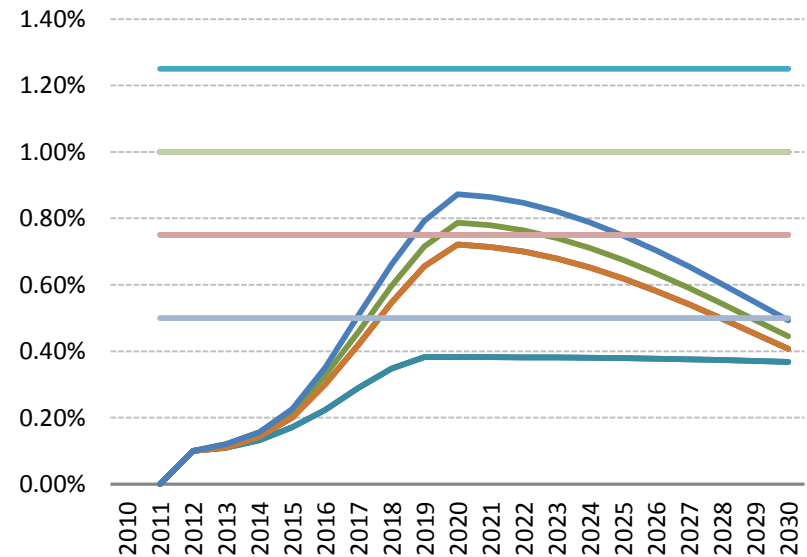


Using very conservative growth estimates for key drivers to real estate demand...

Population growth scenarios



Employment growth scenarios



Growth estimates tended to be less than 1% per year for each scenario driver



Creating a renewed urban core that offers a true alternative to suburban living...

New family spaces



New living spaces



New retail and entertainment spaces



New working spaces

